

# MSFA Logo Design

Following the design process and initial MSFA Board Member reviews, the logo below is presented for approval.



## Summary

On behalf of State of Minnesota, MSFA oversees U.S. Bank Stadium - an iconic community and state asset designed as an epicenter of excitement, opportunity, and Minnesota pride. U.S. Bank Stadium's multi-purpose design allows for hosting local as well as major national and international events that create community, economic, fiscal, and social benefits for the region. The MSFA works closely with stadium partners and staff, the community, and event promoters and planners to ensure that everyone benefits from this award-winning facility.

Our logo is a reflection of our core values and purpose. The five colors represent our five key values of Integrity, Stewardship, Equity & Community Focus, Accountability and Innovation & Responsiveness. These core values are at the center of who we are and guide our activities and initiatives.

## Our Core Values



### Integrity

Represented with a **BLUE** flame. The color blue is associated with trust, loyalty, sincerity, wisdom, confidence, stability and intelligence, which define what Integrity means to us. It is a personal commitment to hold ourselves to consistent standards. It means doing the right thing even when no one is watching. Integrity is one of the fundamental values we seek in our team members, coworkers, customers and stakeholders. It means our public conversations line up with our private conversations. It is the foundation that all of our other key values are built upon.



### Stewardship

Represented by a **GREEN** flame. The color green is associated with nature and health and represents growth, financial impact, and safety, which define what stewardship means to us. Stewardship is the careful and responsible management of the world-class state asset that has been entrusted to our care. The stadium operates in a safe, sustainable and efficient manner, is effectively maintained and marketed for maximum economic impact, and serves the community, the MN Vikings, youth athletics, our guests, and event promoters & planners. We provide fiduciary control of funds received for capital and operational purposes and warrant the procurement processes are fair, transparent, and contribute to equity goals.



### Equity and Community Focus

Represented by a **PURPLE** flame. Purple is associated with creativity, wisdom, dignity, devotion, peace, pride, and independence. These ideas are at the heart of our mission of ensuring the stadium is a cultural and a community asset. We are committed to ensuring the workforce we have is representative of the people we serve. We believe diversity drives engagement, innovation and profitability. We value dignity and inclusion for all stakeholders. We are proactive in our outreach to diverse communities and targeted businesses to promote employment and economic opportunities.



### Accountability

Represented by a **RED** flame. The color red is associated with strength, leadership, courage, assertiveness, determination, action, and the energetic and enthusiastic forward motion. It requires us to take responsibility for our actions. It ensures we acknowledge a level of ownership that includes monitoring and measuring stadium partner performance metrics, proactively answering for operating and use agreements, and personal commitments to create a culture keeping promises.



### Innovation and Responsiveness

Represented by a **GOLD** flame. Gold is associated with the color of hope, happiness, freshness, positivity, clarity, energy, optimism, enlightenment, remembrance, intellect, and joy. It defines what innovation and responsiveness mean to us. That we react quickly and positively to challenges. That we are always open to new ways of doing things. That we are catalysts who foster an open exchange of ideas. We strive to remain responsive, nimble and quickly adapt to changing conditions, events and customer interactions as they occur. We do this by adopting well-designed business processes for consistency and desired outcomes and encourage innovative problem solving as we design ideal solutions.